

# Ortel Broadband -

## Orissa's dream comes true

**W**HO says Orissa lags behind when it comes to planning and executing hi-tech industries? One of the shining examples of this has been Ortel Communication Ltd. At the time of inception in 1995, there were small cable operators in Cuttack and Bhubaneswar. So when Ortel launched its cable TV services in Bhubaneswar, with the brand name of Sky View, it was viewed as just another cable TV operator. However, this was only a part of Ortel's grandiose plan.

The company was launched with focused vision to bring broadband service to Orissa. The concept was just catching up in the West and a revolution was taking shape in Orissa too. Ortel became the first company in the private sector to receive an ISP license. Thus began Orissa's broadband journey.

### What is broadband?

**T**ELECOMMUNICATIONS in India has gone through its technological evolution. There were days when we could see GI wires drawn across poles to provide telecommunication. Then we

had separate lines for fax. TV towers had to be erected to beam TV programmes. Then came the Internet era which used telephone lines to log on to Internet. Weren't they horribly slow? However, with the development of new technology, it is now possible to provide all these services - telephone, cable TV and Internet through broadband communications. There are many frequencies (channels) available for each service on a single pipe.

### Advantage Broadband

**B**ROADBAND allows the customers to avail these services at a cheaper cost as the infrastructure and other operating costs are cheaper than what they would have been if provided through different media or pipe. Orissa, dubbed a backward State, became one among the firsts in the country to have broadband service. Today Ortel is providing cable TV and Internet services and has plans to provide telephony also through the same network.

Installing and maintaining broadband communication are not easy. Technology life cycle is very short. Ortel had to upgrade its network and

adopt new technology.

The company has set many benchmarks. It was the first to use 550 MHz technology where the bandwidth availability was more.

It also became the first in the sector to be allowed foreign direct investment (FDI) in India. Today it is the first company in Asia and the seventh in world to adopt the latest Docsis 2.0 world standard to provide its cable modem Internet services. Today, Ortel Communication has realised the broadband dream of Orissa at a time when no one dared to venture into the field. It is now the turn of the people of Orissa to use the available facilities and compete with the rest of the country.